



FOOTBALL



- The world's first video attraction to simulate the actual play action of American football.
- Two players.
- New Trak Ball™ allows instant movement and control of key players in any direction.
- Offense can select 1 of 4 different run or pass plays.
- Defense can select 1 of 4 different plays.
- New add-a-coin feature adds continuous time-play.
- Versatile new cabinet is height-adjustable to 40" for standing play, 31" for cocktail table play.
- Built-in self-test system.



A Division of Midway Communications Corporation

The Thrill of Victory.

Atari Football™ is the new generation in video sports simulation.

For the first time players can experience the challenge and the competitive excitement of playing football so realistically that it's like being there.



Strategy and ball control...the name of the game.

The video presentation is a chalk-talk that moves! The game sets up with a 7-man offense, and a 7-man defense.

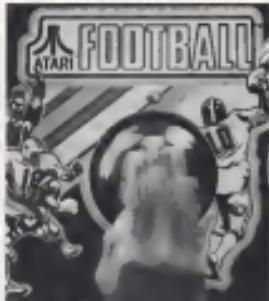


Pro football type plays offer players unlimited opportunity for planning strategy and making big plays. Unique panel design keeps each player's "game plan" a secret from the other.

Each player selects a pre-programmed play. The offense selects one of four run or pass plays, the defense chooses one of four defensive plays.

The object is to anticipate what the opponent's play selection will

be, then out-maneuver him for either effective defense or long-yardage offense.



Rugged Trak Ball controls allow smooth, instant player movement in any direction for super-responsive play action.

New Trak Ball Control.

The players huddle, line up, the ball is snapped and the play is on! Each player controls one man on his team — left and right, short patterns, forward, back — anywhere there is a hole in the defense or running room to tackle a ball-carrier. The rest of the team moves according to the play selected. A tackle is made when the ball-carrier is touched by a defensive man.

Realistic football rules apply except there are no locking plays. Scoring is 7 points for a touchdown run, 6 points for a touchdown pass, and 2 points for a safety.

Player Options.

Play Selection. Play selection is a continuously exercised option — a game-play challenge feature that makes each game a new game. And demands repeat play.

Add-a-coin™. Each additional coin adds time-play to the basic game time. Players can buy extra time for longer uninterrupted play.

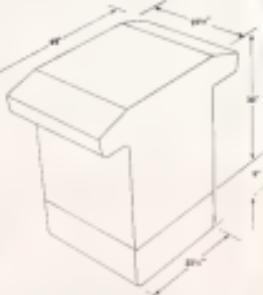
Exclusive Operator Options.

Game Time. Game time is operator-adjustable to 1½, 2, 2½, or 3 minutes per coin.

Height-adjustable Cabinet.

Atari Football is height-adjustable to fit any location requirement.

The standard height is 40" for comfortable stand up play. It can also be installed as a cocktail table type game by the removal of a spacing module at the bottom of the cabinet that reduces the height to 31".



All-pre durability.

Atari Football is built for rugged action. Durable, tested-tough Trak Ball control and cabinet construction. Durastress™ tested all solid state circuitry, and Instapart™ parts turnaround add up to less time on site.

Built-in Self-Test System.

Added to thorough distributor, factory warranty, and service backup, Atari Football has Atari's unique built-in self-diagnostic program for easy trouble-shooting — whenever the gridiron.

Telehelp™

Customer Service Toll-Free.

Western Region: 800-538-1611

Eastern Region: 800-631-5374

Dimensions.

Height: 39", 98 cm, or 30", 76 cm, Width: 44", 111 cm, Depth: 25 1/4", 62 cm. Shipping weight: 250 lbs, 111.5 kg.

Go for it!

Nothing else even comes close. Call your signals for the big profit game. Check in with the coaches at your Atari distributor now. Or contact us for referral at Atari, Inc., 1265 Borregas Avenue, Sunnyvale, California 94086. (408) 745-2500.

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